

Greetings;

I must first say that I am not connected to or biased towards the cable or satellite industries at all, rather, I work in an IT role for a wireless phone company.

That said, I am VERY, VERY excited about the proposed changes to allow the purchase of channels individually.

I file this comment as a potential customer who has, to date, never purchased a cable or satellite package, for precisely the reason that I would be paying for a number of channels I never watch. I have held numerous conversations with both like-minded colleagues and regular cable subscribers on precisely this matter -- telling them how I would buy a service if only I could just pick the 3 or 4 channels I really want to have in my home.

I welcome the ability to purchase channels a la carte. I think the cable and satellite industries are savvy enough (and have enough tools at their disposal) to devise methods of making up for potential losses that might be associated with the addition of an a la carte business segment.

I also think there are a number of benefits from such a change that would far outweigh any costs.

My personal stance is, a la carte offerings do several positive things:

- 1.) Encourage growth in the market by allowing for new, inviting a la carte offers to new customers who currently do not purchase channels,

- 2.) Increase price and product competition among cable & satellite companies AND among individual channel programmers

- 3.) Better align individual channels with consumer demand for those channels -- In the long run, the result might be a few less cable channels being offered (I could imagine that if demand for certain individual channels is not sufficient to justify a cable company to keep them around as 'a la carte' offer, then those channels might be dropped), but this is something some might consider a positive thing - a sort of 'natural selection' in the marketplace of individual channels. And, there is no reason to suppose that a channel cut from an a la carte lineup would be cut altogether, since I'm pretty certain demand for non-a la carte package offers will not ever disappear.

- 4.) Allow greater consumer freedom over which channels are delivered to a household -- this could very well turn out to be an effective and attractive alternative method for parents to exert a different approach towards monitoring and controlling what TV programming is available to their children at home,

- 5.) Provide consumers who opt for a la carte programming with a stronger sense of "getting their money's worth." I am thinking that a consumer's choice for a la cart programming would clearly be the expression of a preference to "trim the fat" of unwanted channels

from their monthly programming costs -- by not having unwanted channels delivered to a home, the consumer knows that he/she is only paying for what he/she wishes to receive. Helping a consumer gain a greater sense of value out of what has become a ubiquitous American household purchase could turn out to be a great opportunity for cable and satellite vendors AND the American consumer.

In short, in its most basic form (i.e., notwithstanding any specific technical wording changes or additions in the body of the proposal that might alter, run contrary to, or be irrelevant to the general spirit of the title of this docket), I view this as a win-win proposal, and I presently support it 100%.